

# Hot Dog and a Beer

Kim Borland

# Restaurant Concept

## Restaurant Name & URL

*The name of my restaurant is:*

**Hot Dog and a Beer**

[www.hotdogandabeer.com](http://www.hotdogandabeer.com)

## Food & drink

**Customizable Hot Dogs, Fries, and Tots** paired with **Craft Beers**

Hot Dogs, Fries and Tots: **Toppings by category-protein,**

**vegetable, condiments, sauces**

## Location

**Hot Dog and a Beer** is located in Forest Park, IL – a suburb of Chicago, one of the regional hot dog heavy-hitters.

Forest Park is rated the #1 Best Suburb for Young Professionals in the Chicago area by niche.com

## Main target audience

*The main target audience is Business People.* The craft beer and gourmet dog craze continues to be a hot trend. This business will serve as an after work meetup spot, and will also offer catering and private work parties to the business crowd. During the pandemic, Hot Dog and a Beer will be pick up only, or socially distanced patio dining as weather permits.

## Cost

*The cost of the restaurant will be moderate. This is not your average fast food hot dog. Hot dogs will be priced at \$7 for one, or \$10 for two dogs with unlimited toppings. Fries and Tots will be \$5 and a pint of craft beer will be either \$5 or \$7, depending on the tier.*

## Elevator pitch

*“Get your dogs how you like ‘em! We’ll help you choose the perfect beer compliment.”*

# Strategy

## Target Audience

The website/app will focus on the following target audiences:

**Roles** (groups of people with similar goals)

- *Young professionals who work in the business district.*
- *Tourists – this is an area popular for rich culture and history, theater, architectural tours, shopping and nightlife.*
- *Couples – Since the area offers quite a few spots for nightlife, this is a popular area for couples, with a multitude of spots to choose from.*

**Demographics**

- **Gender** - Both
- **Education** –This is a predominantly educated area, with about 42% holding a Bachelor’s degree or higher, and less than 10% under 25 have not graduated high school.
- **Occupations** – Architects, Historians, Educators, Financiers and Investors, Realtors .

- **Age** – The average age this restaurant appeals to is the 25-55 crowd.
- **Location** –The Forest Brook, Illinois suburb of Chicago. Forest Brook was rated the #1 best suburb for young professionals by niche.com

**Psychographics** (personality, values, attitudes, interests, lifestyles)

*Think of at least 5 details among the categories below.*

- **Personality & Attitudes:** Casual, Trendy, Social, Distinct
- **Values:** Professional, Fun-Loving, Decisive
- **Lifestyles:** Coworkers and Team Building, Couples, Neighborhood/Community Meetup spot.

# Strategy

## User Needs

- Find out if the restaurant delivers to their area.
- Browse available hot dog, fries and tater tot toppings/sauces.
- Check current beer tap list.
- See hours, address, directions.
- Ability to place order online for pick up or delivery.
- See calendar of events – this is a social destination as much as it is an eatery.
- Browse and purchase branded apparel and accessories.

## Client Needs

- Sell the food that will be delivered.
- Provide a system for order customization.
- Generate revenue and compete with the other mix of restaurants and breweries in the city district.
- Monitor site traffic and user demographics to keep up with current trends.
- Online shopping/e-commerce for both ordering food, and a merchandise shop for branded apparel and accessories.
- Site security since users will be entering payment information.
- High SEO ranking for easy access on search engines.

## Strategy - User Personas



**JASON ANDERSON (AGE 28) – ARCHITECT**

**“You have to play to win.”**

- Worked at an architecture firm for the last four years.
- Recently promoted and purchased a new condo in Oak Park.
- Has plans for graduate study and one day becoming a partner at a trusted architecture firm.
- Chicago Cubs fan.
- Single – he is too busy with his career for dating right now.



**SYLVIA HERNANDEZ (AGE 39) – ECOLOGIST**

**“I’m just doing my part – you know, everyone has a societal responsibility to fulfill.”**

- Instrumental in developing one of Chicago’s urban-farming initiatives.
- Shares an apartment with her roommate in the city.
- Visits the art galleries and museums in her spare time.
- Has been dating through Tinder , but is about to give up on it.
- Does not want kids no matter how many times she is told she will change her mind.

# Strategy

## Outline of Scope

### Content Requirements

Content (text, images, video) that the user will need.

*"The user will be looking for..."*

- Company Name and Logo
- Address and Map
- Hours of Operation
- Contact Phone Number/Email
- Food Imagery and Descriptions
- Beer List

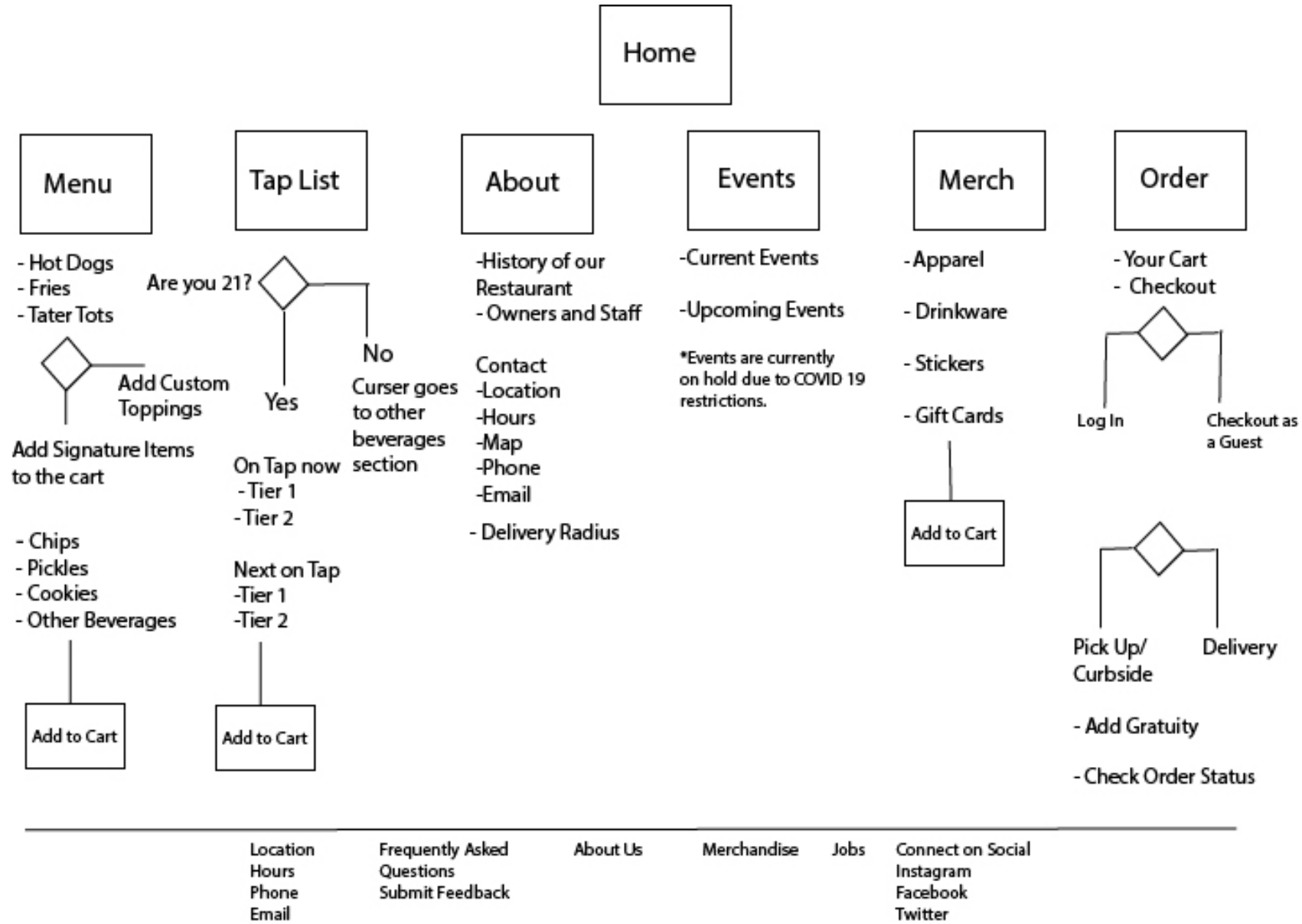
### Functionality Requirements

Systems that will allow the user accomplish tasks.


*"The user will be able to..."*




- Search Delivery Area by Zip Code
- Customize Hot Dogs, Fries and Tater Tots
- Add Items to Shopping Cart/Checkout/Secure Pay
- Email/Send Feedback
- Check Order Status/Delivery Update/Pickup Time
- Order Other Merchandise - i.e. Branded Apparel and Drinkware

# Sitemap



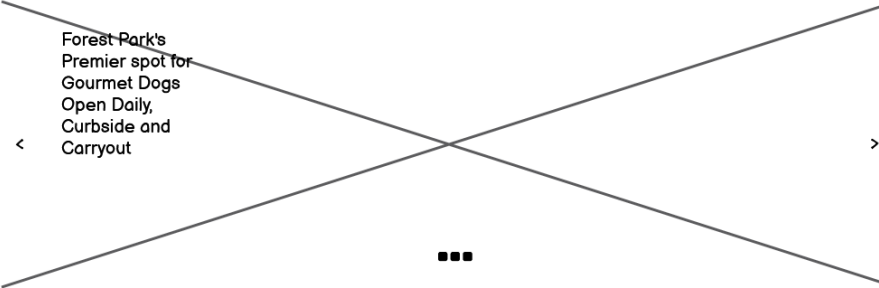
## Hot Dog and A Beer

  
 Logo

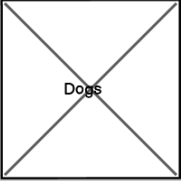
Login | Sign Up  




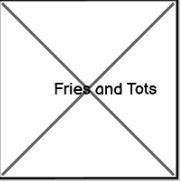
Menu
Specials
On Tap
Order
Catering
Events
Shop

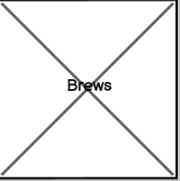
Forest Park's  
Premier spot for  
Gourmet Dogs  
Open Daily,  
Curbside and  
Carryout



< >

  
 Dogs

  
 Fries and Tots

  
 Brews

### Our Story

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

### Meet the Staff

7850 Beloit Ave  
Forest Park, IL 60130




Hours  
M-Th 11am - 10pm  
F - Su 12pm - 12am  
708-555-1212  
info@hotdogandabeer.com

Our Story  
Menu  
Shop

Frequently Asked  
Questions  
Our Delivery Radius  
Events  
COVID Precautions  
Leave Feedback  
Careers

Your Account  
Your Favorites

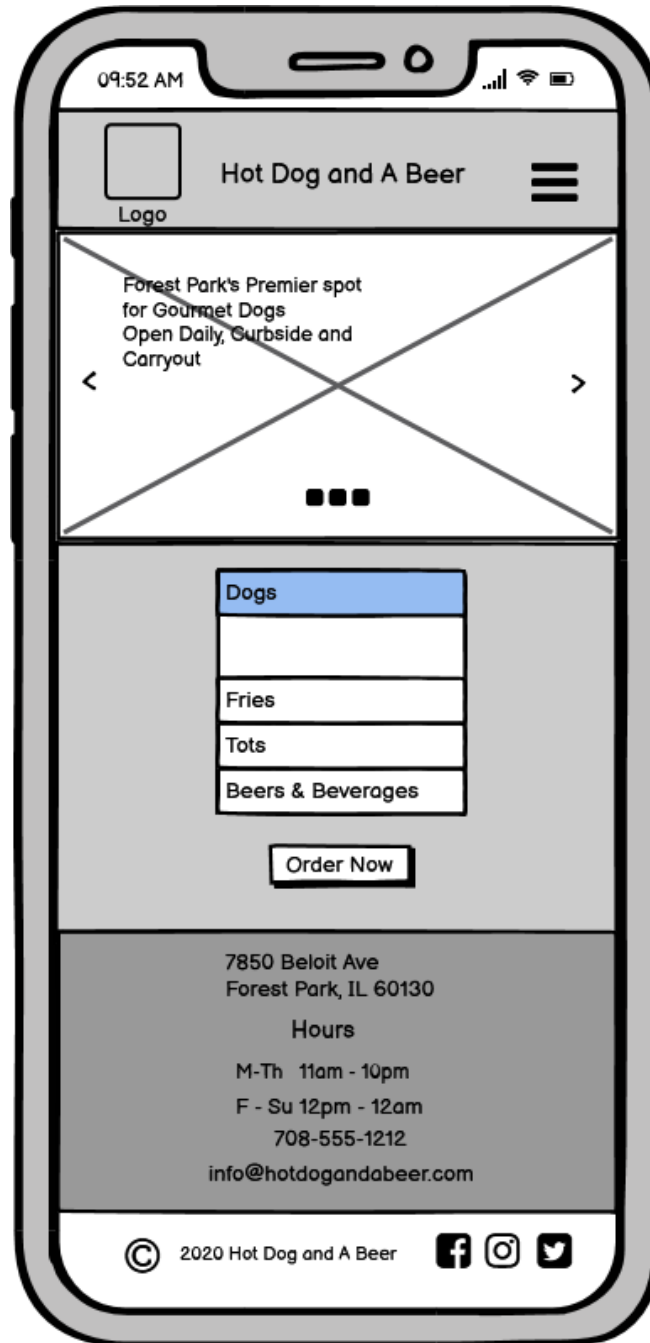
Get Social

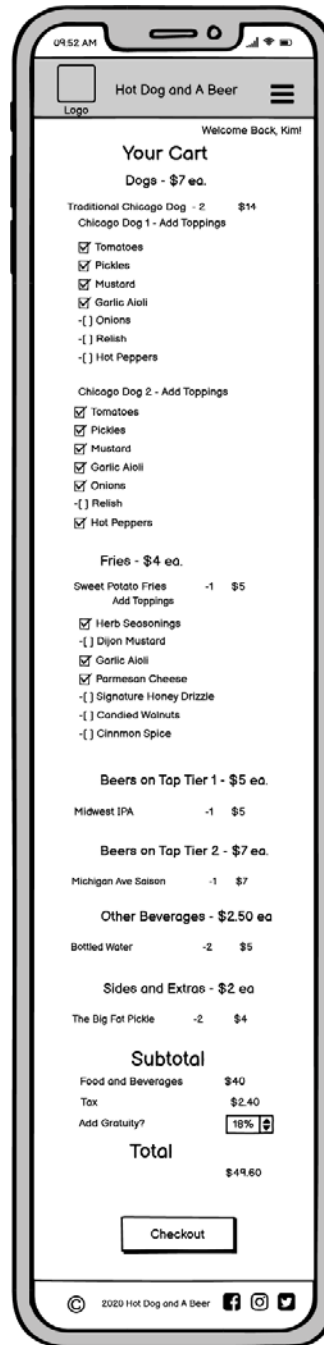
© 2020 Hot Dog and A Beer

HOT DOG AND A BEER









09:52 AM

Hot Dog and A Beer

Logo

Welcome Back, Kim!

### Contact Information

First Name

Last Name

Address Line 1

Address Line 2

City




State

Zip


Phone Number

Can we text you order updates?

### Payment Information

Card Number




Exp.   

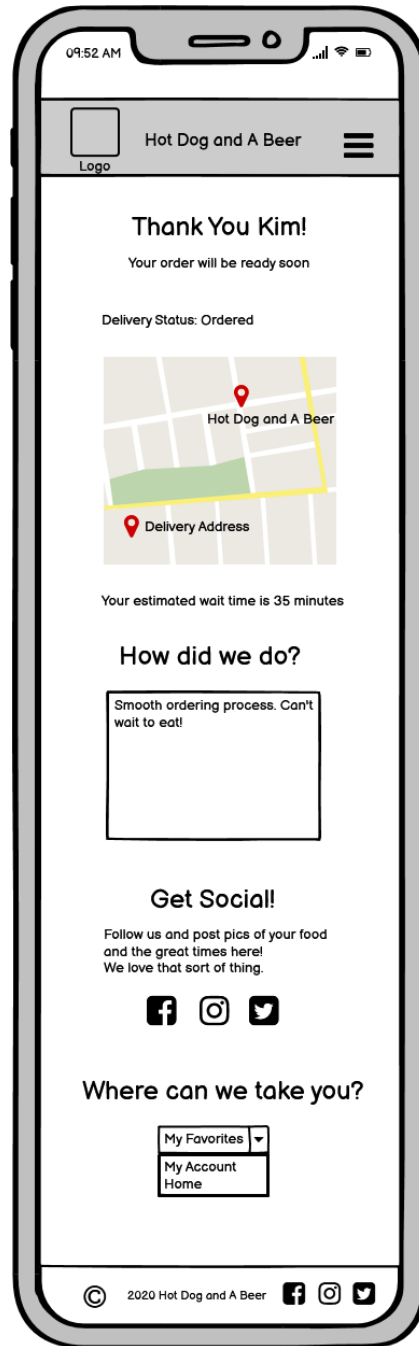
CVV

### Delivery, Pick Up or Curbside To Go?

Great, we'll see you soon!

**Total** \$49.60

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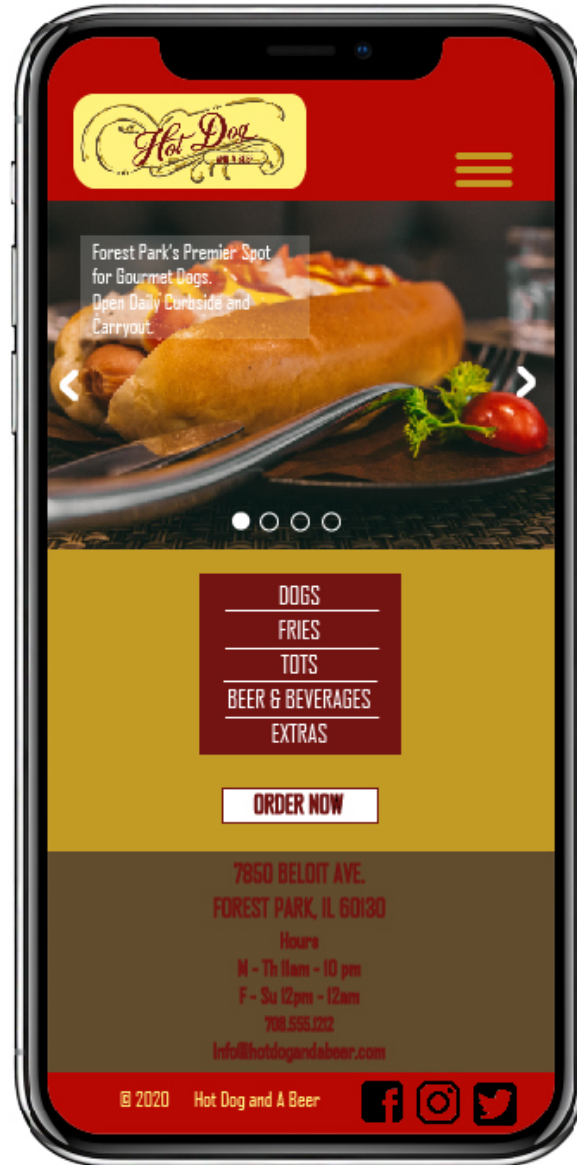
# Moodboard



# Logo Development/Color Palette

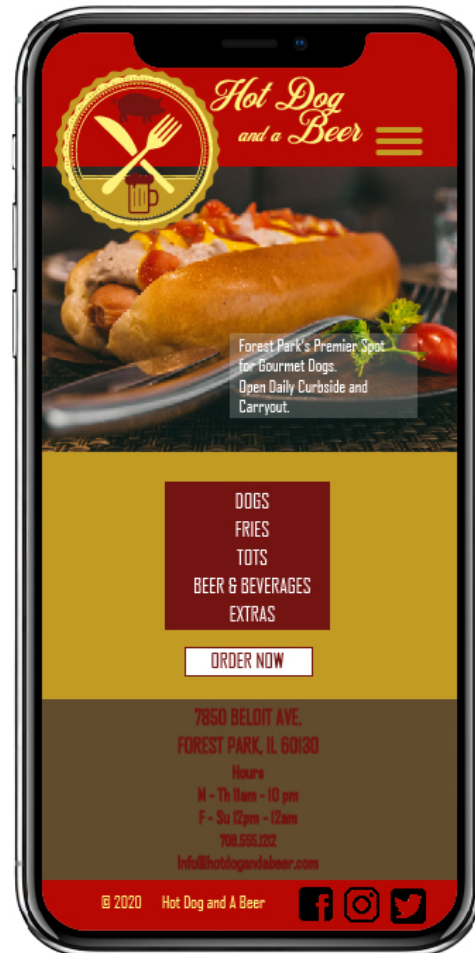


# Mobile Home Screen





# Mobile Home Screen – alternate version



# Desktop Home Page

**Hot Dog and a Beer**

LOG IN | SIGN UP




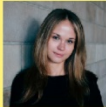


MENU | SPECIALS | ON TAP | ORDER | CATERING | EVENTS | SHOP

### Our Story

Hot Dog and a Beer was the realization of a dream of two brothers to work side by side in the town where they grew up. Michael and Ian Van Dam hail from Chicago. They love baseball, beer, and family. The idea for Hot Dog and a Beer started with the idea of the Chicago street vendors. But what if we took it outside of the box, made it a little bit more gourmet? With the craft beer explosion that occurred in the city, this restaurant just made sense and came at the right time. Our rotating beers are brewed on site and distributed across the Midwest. The restaurant has been what you can call the American dream for the brothers. We have the best people working for us and we love what we do!

- Michael and Ian

### Meet the Staff

					
Michael Van Dam Co - Owner, Brewmaster	Ian Van Dam Co - Owner	Dean Giroux Head Chef	Kelly Evanovich Front of House	Sam Weisenberg Lead Bartender	Laurel Sinclair Lead Bartender

2850 Bonnet Ave  
Forest Park, IL 60138

Hours  
M - Th 11am - 10pm  
F - Su - 12pm - 12am  
708.556.1212  
info@hotdogandabeer.ca

Our Story  
Menu  
Specials  
Shop

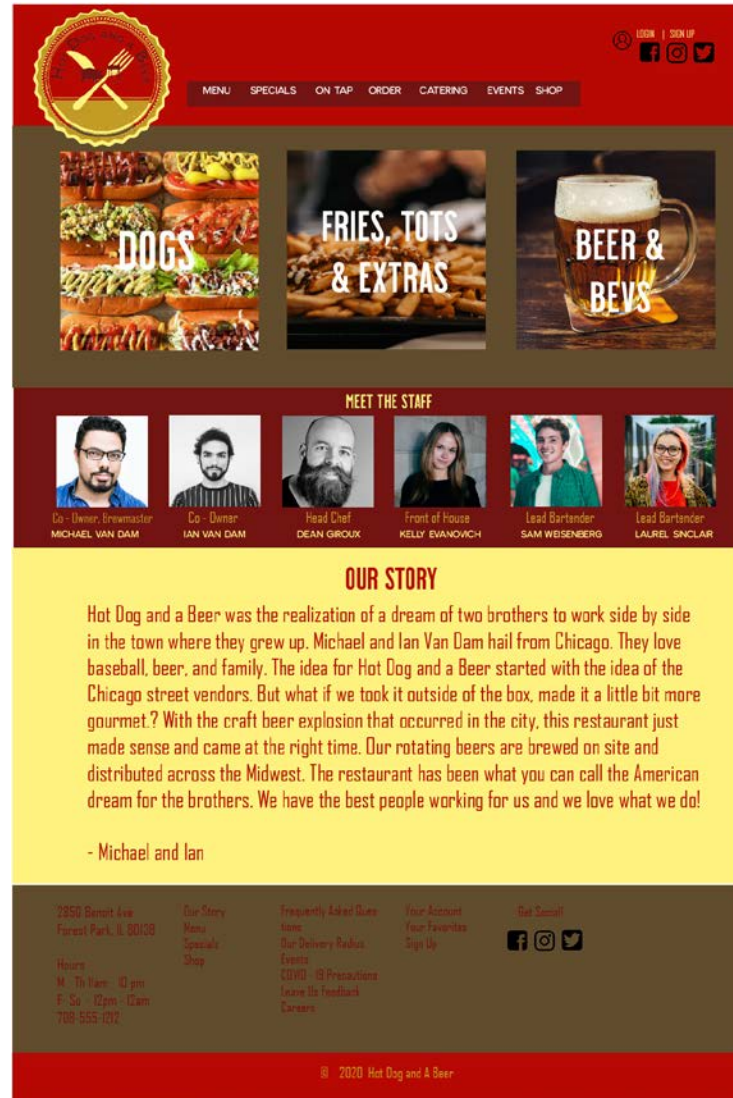
Frequently Asked Questions  
Our Delivery Radius  
Events  
COVID - 19 Precautions  
Leave Us Feedback  
Careers

Your Account  
Your Favorites  
Sign Up

Get Social  
f i t

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# Desktop Home Page – Alternate version



# Order Screen 1



# Order Screen 2



# Order Screen 3

The image shows a mobile application interface for 'Hot Dog and a Beer'. The screen is divided into several sections: a top header with the logo and a welcome message, a 'CONTACT INFORMATION' section with various input fields, a 'PAYMENT INFORMATION' section with icons for different payment methods and corresponding input fields, a 'DELIVERY, PICK UP OR CURBSIDE?' section with a dropdown menu, a confirmation message, a total charge amount, a 'PLACE ORDER' button, and a footer with address, hours, and contact information.

**CONTACT INFORMATION**  
(USE SAVED PROFILE?)

FIRST NAME   
LAST NAME   
ADDRESS LINE 1   
ADDRESS LINE 2   
CITY   
STATE   
ZIP   
PHONE   
CAN WE TEXT YOU  
ORDER UPDATES?  
(STANDARD AND  
MAYBE AWWY)  YES

**PAYMENT INFORMATION**  
(USE SAVED PROFILE?)

#Pay

CARD NUMBER   
EXP. DATE   
CVV   
CARDHOLDER   
ADDRESS #   
ZIP

**DELIVERY, PICK UP OR CURBSIDE?**

GREAT! WE'LL SEE YOU SOON

**CHARGE \$49.60 TO YOUR CARD?**

7300 DELIAT AVE  
FOREST PARK, IL 60130  
Hours  
W - 10:00am - 10:00pm  
F - 10:00am - 10:00pm  
988.600.000  
info@hotdogandabeer.com

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# Order Screen 4

